

RAISE AWARENESS FOR YOUR BUSINESS AS YOU HELP SAVE LIVES!

Be part of the 10th Annual Carol H. Axelrod Memorial Blood Drive at Lankenau Medical Center this October:

Dear Neighbor,

On October 9 and 10, our family will host the 10th Annual Carol H. Axelrod Memorial Blood Drive at Lankenau Medical Center. We sponsor these drives in memory of Michelle's mother, Carol Axelrod, who became dependent on blood transfusions while fighting cancer and received those transfusions at Lankenau. Now, we work to help ensure that blood products are always available for those who need them.

The upcoming blood drive will mark two exceptional milestones. Not only is it the 10th annual blood drive held at Lankenau in Carol's memory, but we are on track to collect enough blood to have helped a cumulative total of 10,000 patients since our first blood drive in 2008!

Every year, this blood drive attracts more and more donors and community members, in part because we strive to create a warm and friendly environment for our blood donors. Every donor receives a gift bag, free entry into prize drawings, and special refreshments. These are small ways for us to say "thank you" to donors who are taking a little time out of their day to help save lives.

Would you help us thank our blood donors by contributing a drawing prize, an item for the gift bags, or snacks for the donors?

Information about every participating business will be included in the donors' gift bags, on signs posted at the drive, and on our blood drive website. This year, we anticipate welcoming more donors than ever, and we also expect media coverage of the event. We would be honored to have you and your business take part in it!

HOW CAN YOU GET INVOLVED?

There are several easy options for helping us say "thank you" to our blood donors and encouraging them to patronize local businesses!

1. Provide a gift certificate or gift item to be offered as a drawing prize.
2. Offer a coupon (for goods or services) that will be included in the gift bag that every blood donor receives (we expect approximately 250 donors).
3. Provide snacks (such as baked goods, fruit, sandwiches, pizza) for donors at the refreshment table. The blood drive will run from 7 a.m. to 7 p.m. on both days, and every donor must eat and drink after donating blood. We have learned that our donors are happiest when they are well fed!

It is important to our family to give back to the local community, which has been very supportive of our blood drives. Therefore, for every unit of blood collected at the drive in October, our family will make donations to Lankenau's **Neonatal Intensive Care Unit** and to **Peter's Place**, a local center for grieving children. If we surpass last year's collection total of 239 units, we will double our donations to both organizations.

If you'd like to join this lifesaving effort, please consider the suggestions above and email michelle@chablooddrive.org, or call us at (610) 688-7686. We look forward to working with you. Thank you very much for your consideration!

Sincerely,
Michelle and Daniel Scolnick

The Carol H. Axelrod Memorial Blood Drive

Please see our flier on reverse!

The 10th Annual Carol H. Axelrod Memorial Blood Drive at Lankenau Medical Center

October 9 & 10, 2017

7:00 a.m. to 7:00 p.m. (both days)

**Location: Lankenau Medical Center, 100 E. Lancaster Avenue, Wynnewood, PA 19096
Annenberg Conference Center, Rooms 101A/B/C**

For appointments or information: www.chablooddrive.org

For every unit of blood collected at the drive, Carol's family will make donations to Peter's Place and the Lankenau Neonatal Intensive Care Unit. If the blood drive collection surpasses last year's total of 239 units, we will double our donations to both of these local organizations!

The Carol H. Axelrod Memorial Blood Drive was created as a way of "giving back" to the blood-donor community that made it possible for Carol to receive all of the blood and platelet transfusions she needed during her treatment for cancer. Our mission is to help other patients and their families spend more time together by doing our part to ensure that blood products are always available for those who need them. Our goal is to help the blood donors at our drives have an enjoyable and positive donation experience.

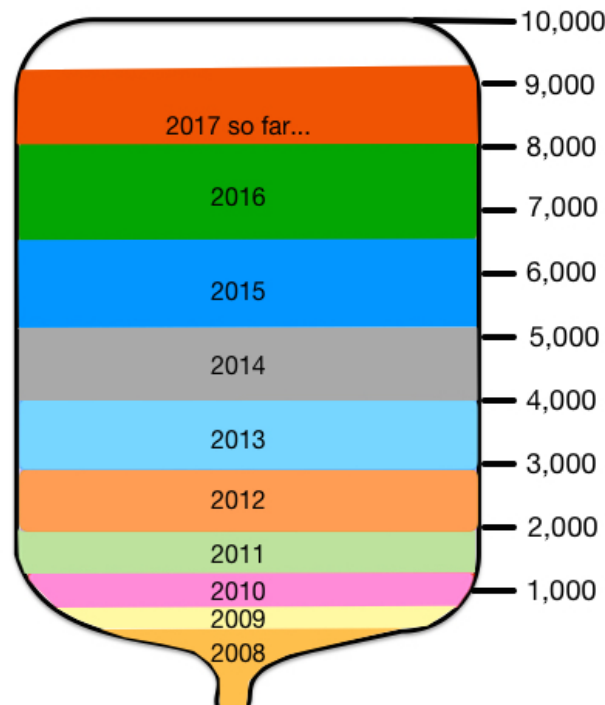
The Carol H. Axelrod Memorial Blood Drive at Lankenau Medical Center

October 9 & 10, 2017 ○ 7:00 AM - 7:00 PM both days

~ Gift Bags • Prize Drawings • Tasty Treats • Free Parking ~

Location: Lankenau Medical Center
100 E. Lancaster Avenue, Wynnewood, PA 19096
Annenberg Conference Center - Rooms 101A/B/C

Help the Carol H. Axelrod Memorial Blood Drive save **10,000 lives** by the end of 2017!



For every unit of blood collected at this drive, Carol's family will make donations to

Peter's Place and the **Lankenau Neonatal Intensive Care Unit**

If the blood drive collection surpasses last year's total of 239 units, these donations will be doubled!

To schedule a donation appointment, please visit

www.chablooddrive.org

or call **1-800-RED-CROSS** (mention sponsor code **CHAMEMORIAL**)

To ensure short wait times, appointments are strongly encouraged!